

minimum if offered at all. Insofar as the golf course itself, private owners realize they must compete with the other fee courses and as a result, public course superintendents earn as good salaries as many private club superintendents.

In my opinion, the golf course superintendent carries a heavy load of responsibility as a member of the triumvirate of superintendent, pro and club manager. Decisions made by the course superintendent exert a major impact on the total club operation. For example, burn out a few greens with chemicals, lose 50 percent of the *Poa annua* fairways and the business of play declines rapidly.

Further, the superintendent is called upon to take regular calculated risks with the timing of fertilizer and chemical applications that often depend on the good or bad weather which will follow within the coming days and weeks. They can become "champions" or "bums" overnight. This is the art and science of turfgrass management and points up the need for trained professional superintendents.

Few superintendents are recognized for their contributions which have improved playing surfaces for the golfing public. Consider the resort areas such as Arizona, California and the Southeast. Today, they have beautiful, fine turf which make them focal points for the winter tourist golfer. Three decades ago, this was not the case.

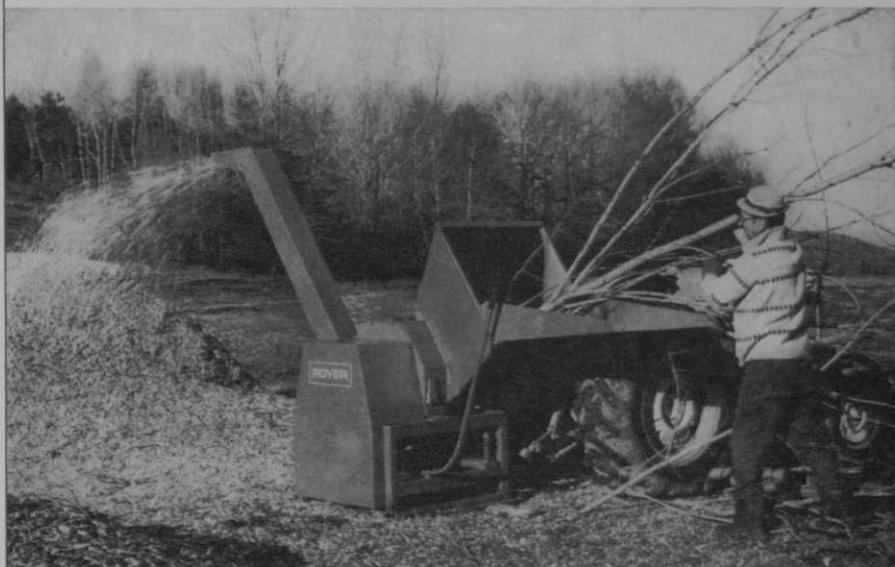
To sum up golf facility administration today, we could say that, generally speaking, the superintendents and golf pros support the triumvirate organization. The club managers as a group appear to favor the general manager concept. The trend indicates that 40 percent or more clubs have moved toward this general manager idea. Club managers seem to believe that general managership upgrades their profession, their position, their salary and their club operation.

Speaking from the superintendent's position, I have to oppose the general manager concept. My belief is that a triumvirate system of management can best serve the private club and the industry of golf as a whole. This is a worthy goal and one worth the best efforts of all professional technicians serving the field. □

## The Royer Chipper.

You won't scream  
at the cost.

The chipper won't  
scream at you.



PTO three-point-hitch model 2600

### ...thanks to a new design concept

Royer's new "2600" Series Chippers are designed to be a lot easier on your budget and your ears. They provide an exceptionally fast, low-cost way to convert brush, branches, trimmings and stalks into chips. And, they're specifically designed to meet the needs of small commercial applications... are available in both PTO (three-point-hitch for tractor operation) and self-powered models.

The new chippers feature a design that combines a *rotating anvil\** with a heavy-duty chipping rotor that also serves as a blower and flywheel. A unique design that delivers high-output, low-maintenance operation. And quieter operation, too. With a lot less "chipper scream" — because of an operating principle that cuts way down on rotor rpm's without cutting

down on output.

Here's how it works: As material is placed in the deep-throated hopper, the rotating anvil self-feeds the material to a high-speed chipping rotor. Steel blades, projecting through slots in the rotor, then slice the material into chips for immediate discharge by the integral blower. Very simple. But very different from other chippers.

We believe you'll like everything about our new chippers. Their performance. Their lower cost. Their quieter sound. You can get complete details by requesting "2600" literature.

# ROYER

ROYER FOUNDRY & MACHINE CO.

171 Pringle St., Kingston, Pa. 18704

\*Patent pending

# GRAPHITE: CLEARING CONFUSION

by RALPH MALTBY

A lot of confusion over graphite shafts still exists with consumers, golf professionals and even the golf club manufacturers. The confusion begins with a constant changing of shaft specifications and design characteristics by many of the graphite shaft manufacturers who are trying to improve their product and thus obtain the competitive edge in performance and also in advertising claims.

Confusion over graphite shafts is similar to the uproar over golf ball performance claims. The exception being golf professionals have had much more experience with golf balls and in most cases have weeded out the non-performers from the performers and basically understand golf balls better simply because they have been around longer.

Graphite will continue to improve and golf heads used for graphite shafts will someday be specifically designed to compliment and improve the performance of graphite shafts. This more complete marriage of working relationships between graphite shaft manufacturers and club manufacturers through increased testing and research should certainly occur with greater frequency in the future. The scientific evolution of golf club advancements is just beginning and increased distance should not be the goal. The ultimate goal should be increased pleasure in playing the game through greater consistency, accuracy and a more solid, easier to hit feeling when striking the ball. So much for solving the future of golf club design. The real facts to be concerned about now are there is still a graphite shaft market boom occurring and you should have all of the information required to capitalize on it, get your share of the profits, and most importantly . . . satisfy the customers.

## BUYING THE RIGHT GRAPHITE SHAFT

To mention three of four graphite shaft makers that have a good playable shaft would be like standing in the middle of East Side Highway at rush hour in New York City . . . suicide. Besides, this would still be a personal opinion even though it would be based on many rounds of use with different brands and a

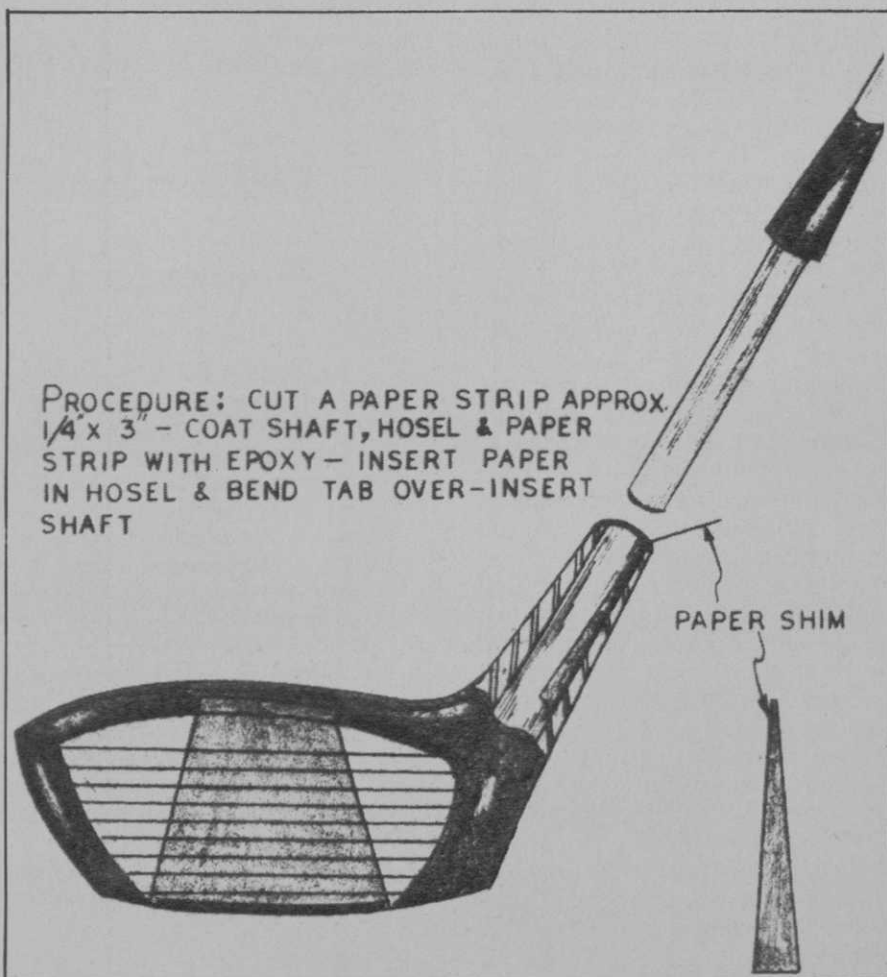
whole file full of static and dynamic test data. While this sounds like an answer, there isn't one. You can talk with golf pros and amateurs almost daily who will ask an opinion and then tell you the graphite shaft brand they have found is entirely different from personal recommendations. This probably points up the fact that a number of graphite shafted clubs were never set-up properly, resulting in some cases where a poorer shaft properly set-up for a certain golfer performs better than a good shaft not properly set-up.

Buying the right graphite shaft is easier if you understand as much as possible about them and can draw some conclusions on your own. Talking with your fellow golf professionals and also trying as many different brands as you can will also be beneficial.

Following is an explanation from both a technical and theoretical viewpoint concerning a few

basics of shaft dynamics in overall club design.

Currently, graphite shaft manufacturers are supporting two different theories regarding the amount of torque a graphite shaft should or should not have. A few manufacturers have elected to design their shafts with a low resistance to radial torque and other manufacturers have designed theirs with a high resistance to radial torque with a few manufacturers staying somewhere in between. The shafts with the higher resistance to radial torque more closely approximate the torque characteristics of the long accepted steel shaft. Torque in a golf shaft can be defined as the amount of rotational twist in the shaft that occurs during swing. Torque can be measured accurately in a golf shaft on a static test device which clamps one end of the shaft securely and applies a known force to twist the shaft at the other end. The amount of twisting is measured in degrees.



# "Of all the graphite clubs I've used, woods with Graftek™ shafts deliver the best combination of power and control. They let you murder the ball...accurately."



Hubert Green

"I guess I've played most of the leading graphite-shafted clubs around. Aldila, Carbonite, and Graftek by Exxon. They all let you hit the stuffing out of the ball. But, golf is as much a game of inches as yards. You have to have accuracy. And this is where Graftek shafted drivers and fairway woods really come through. They give you the power of graphite

for the yardage, and the feel of steel for good control.

"I know a lot of other players on the PGA tour would agree with me. Especially Jim Dent. Jim has always been able to airmail the ball. Now, I understand he's swinging Graftek shafted woods to put the Zip Code on it.

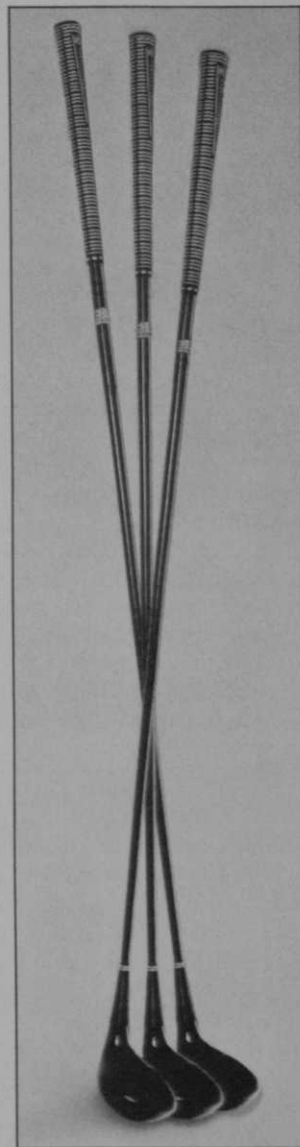
"Jim Colbert's done well with Graftek shafted clubs, too. I think he took the American Classic at Firestone and a third in the Masters with Graftek shafts.

"The girls are also hitting Graftek a lot. And a lot of them are doing well. Sue Roberts, Carole Jo Skala and Janie Blalock all took LPGA victories with Graftek. In fact, I think Carole Jo and Sue won twice with their clubs. I think anyone who's looking for 'accurate' power would do well to look into woods with Graftek shafts. I'm glad I did."

## Graftek shafts by Exxon

Clubs using Graftek shafts by Exxon are available from your favorite custom club maker and the companies listed below:

Drivers & Fairway Woods:			Irons:		Putters:
Action	Ping	RAM	Action	Pinseeker	Britco
American Precision	Pinseeker	Royal	American Precision	Pro-Dyn	Touch
Confidence	Pro-Dyn	Shamrock	Confidence	Royal	
Dorset	Professional Golf	Tempo	Dorset	Shamrock	
Lynx	Toney Penna		Toney Penna	Tempo	



For more information, call this toll-free number: 800-631-5381.



# GRAPHITE continued

Although this measurement is accurate, it should only be considered relative when compared with other shafts of like flex and length. The dynamic torque characteristics of golf shafts vary significantly when different weight heads are swung at different head speeds by different golfers.

Theory would suggest that a golf shaft should have enough built-in resistance to torque to minimize ball dispersion and maximize clubhead feel at impact. This would support that faction of graphite manufacturers who have designed their shafts with a higher resistance to torque or one which is closer to that of steel. Some of the basic parameters inherent in the design of a golf club and ultimately how it is used to hit a golf ball support this statement as follows: The axis of the shaft and the center of gravity of the clubhead are not in line with each other; therefore, when a golf club is swung, forces acting through the center of gravity of the clubhead tend to generate a twist in the shaft. The amount of twist in the shaft will vary according to acceleration, swing speed, head weight and distribution of that weight. In theory, a shaft with a low resistance to torque will not be very consistent regarding accuracy for the golfer who does not possess a smooth accelerating clubhead speed, shot after shot. The tour player or better golfer has a better chance to adjust to this type of shaft because of his consistency and smoothness.

## REMOVING AND INSTALLING GRAPHITE SHAFTS (WOOD CLUBS)

Generally, four situations will occur in the shop regarding graphite shafts:

1. A customer wants his steel shafted club changed to a graphite shaft.
2. A customer breaks his graphite shafted driver and wants it reshafted.
3. A customer wants his graphite shaft removed from its present head and installed in another head.
4. A customer wants you to build him a custom wood with a graphite shaft.

Situation No. 1 and No. 4 above, we are only concerned with putting in the graphite shaft since time and

space here do not allow for a lengthy explanation on how to remove steel shafts. However, if a steel shaft has been removed and the new graphite shaft is a loose or sloppy fit it will be necessary to use one or two thin paper strips to shim it to a proper fit.

In situation No. 2 above, the graphite shaft is broken and must be removed. The easiest method is to drill out the broken shaft taking care not to drill off center and ruin the head. The final cleanup in the hosel can be done using the proper size reamer. **Note:** Before drilling the hosel, wind a few turns of masking tape around the hosel to prevent it from possibly splitting.

Situation No. 3 is the toughest but it is not impossible. If by chance the head is broken, it can be cut away from the shaft using a sharp wood chisel, but if both the shaft and head are to be saved then proceed as follows: First, remove the hosel whipping. Usually, you will not have to contend with a shaft locking screw because graphite shaft manufacturers don't recommend them. They tend to weaken the shaft. So, epoxy is the most common means of securing the head to the shaft.

The main difference in removing graphite shafts is in the method used to heat and soften the epoxy holding the shaft in the head. A propane torch is used with most shafts, but that much heat would destroy a graphite shaft. The best method, currently in use, to soften the epoxy bond is to put a plastic food bag over the head, tie it shut at the top and immerse it in boiling water for 10 to 20 minutes.

Do not let the water get inside the bag. When the head is removed from the water, grasp it with one hand and the shaft with the other and twist gently to see if the epoxy bond has softened enough to allow the head to turn on the shaft. If no movement is felt, immerse the head back into the hot water for a few more minutes and then try to turn the head again.

When installing the graphite shaft, first check the fit of the shaft in the head. The shaft hole should be drilled or reamed so that the shaft is a sliding fit with the head, not too sloppy or too tight. A fit which is too tight will squeeze most of the epoxy out during assembly, whereas

a fit with .003" to .005" clearance all around the shaft will provide a bond of much greater strength.

Lightly sand the entire shaft tip area to insure the best adhesion possible. Apply epoxy to both the shaft tip and inside the hosel hole and insert the shaft in the head. Allow the epoxy to cure overnight before proceeding. Do not install a shaft locking screw to pin the graphite shaft into the head as this will tend to weaken the shaft.

If the butt end of the shaft is to be cut to obtain the desired length, use a band saw or a hack saw to get the best results. As the shaft is being cut, rotate it so as not to pull the graphite fibers loose from the shaft. Lightly sand the cut end of the shaft to remove any rough edges.

Finally, remove the tape from around the hosel and apply the new whipping. Touch-up any areas with stain and finish, if necessary, and install the grip.

## FITTING GRAPHITE SHAFTS

1. Length
2. Proper Shaft Flex
3. Proper Balancing (Swing-weight and Total weight)

Of course, if we were to get highly technical there are many more factors in the proper fitting of golf clubs, but the aforementioned three areas seem to encompass the greatest amount of confusion and discussion.

**Length** — Generally speaking, you should not consider a change in the length of your club other than that to which you are accustomed. It seems that when graphite first came out, the promoters only made their test and sample clubs in 44" (1" longer than standard) lengths to obtain greater club head speeds and thus hopefully attempt to prove their absurd claims of 30 extra yards. This additional 1" over length has in some cases been assumed to be necessary if you switch from steel to graphite, but this is simply not so.

**Shaft Flex** — Here's where the author might be sticking his neck out and will be accused of making a hasty generalization, but here goes: If you use a "medium" flex shaft in steel you must use a "stiff" flex in graphite. In other words, always go one flex stiffer than you normally would go with steel regardless of

to page 33

# A lot of country clubs and golf clubs that think they have everything, don't.

Very often they don't have professional insurance management that measures up to their other professional operations.


So Marsh & McLennan has designed a unique insurance program to cover this special need.

With this program, your club may obtain, from a single source, a competitive package to cover various insurable risks associated with the operation of a private country club or golf club. Buildings and equipment... bodily injury and property damage... director's and officer's legal liability. And the plan can be tailor-made to suit your club's specific needs.

Want to know more? We have a free brochure that should answer all your questions.

Write for it today.

Underwritten by  
**Commerce and Industry Insurance Company**

 A Member Company of  
American International Group

## **MARSH & McLENNAN**

The Knowledge Broker<sup>®</sup>

### The facts...FREE!

Yes, I'd like to know more about your new insurance plan for country clubs and golf clubs.

Your Name \_\_\_\_\_

Name of Club \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to: Box AD, Marsh & McLennan, Incorporated,  
1221 Avenue of the Americas, New York, N.Y. 10020

We regret that, at this time, the package program is not available to municipal clubs or clubs with marinas, nor in the states of Colorado, Florida, Hawaii, Kansas, Mississippi, Nevada, North Carolina, Puerto Rico, South Dakota and Texas.

G



**A tailor-made  
insurance program for  
Private Golf and  
Country Clubs**

# COMING EVENTS

American Association of Nurserymen Annual Convention, The Palmer House, Chicago, July 19-23.

National Golf Foundation teacher seminar, Pine Needles Lodge and Country Club, Southern Pines, N.C., July 20-25.

Mile High CMAA Chapter meeting, Valley Country Club, Denver, July 21.

Pittsburgh CMAA Chapter meeting, St. Clair Country Club, July 21.

Evergreen CMAA Chapter meeting, Seattle Yacht Club, July 22.

Florida PGA Section annual meeting, Sheraton Twin Towers, Orlando, Fla., July 28.

Philadelphia CMAA Chapter meeting, North Hills Country Club, July 29.

Southern Nurserymen's Association, annual convention, Atlanta, Aug. 3-5.

Tennis Industry's National Buying Show, Town & Country Hotel, San Diego, Calif., Aug. 3-5.

Council on Hotel, Restaurant and Institutional Education, 30th Annual Conference, Doral Club and Hotel, Miami, Aug. 3-6.

CMAA Workshop, "Carnegie in Club Management," Cornell University, Aug. 4-6.

Rutgers University Turfgrass Research Field Day, New Brunswick, N.J., Aug. 5.

Golf Course Superintendents Association of New England meeting, Mount Pleasant Country Club, Lowell, Mass., Aug. 6.

Penn State Turfgrass Field Day, Valentine Turfgrass Research Center, University Park, Pa., Aug. 6-7.

International Shade Tree Conference, annual meeting, Heritage Hotel, Detroit, Mich., Aug. 10-14.

National Golf Foundation teacher seminar, Stephens College, Columbia, Mo., Aug. 10-15.

Louisiana Chapter of Gulf States PGA Section, merchandise show in conjunction with golf tournament, Oakburne Country Club, Lafayette, La., Aug. 11.

Midwest Association of Golf Course Superintendents meeting, Prestwick Country Club, Frankfort, Ill., Aug. 11.

Greater Cleveland CMAA Chapter, Kahkawa and Aviation Country Club, Aug. 11.

Georgia Golf Course Superintendents Association educational program and business meeting, Idle Hour Country Club, Macon, Aug. 11-12.

Indiana Golf Course Superintendents Association meeting, Hickory Hills Golf Club, Parker, Ind., Aug. 12.

Iowa Golf Course Superintendents Association Field Day, Beaver Hills Country Club, Cedar Falls, Aug. 12.

Mile High CMAA Chapter meeting, Pueblo Country Club, Pueblo, Colo., Aug. 18.

Philadelphia CMAA Chapter meeting, Seaview Country Club, Aug. 18.

Pittsburgh CMAA Chapter meeting, Nemaconlin Country Club, Aug. 18.

CMAA Workshop, "Advanced Management Techniques," Portland, Ore., Aug. 18-20.

University of Rhode Island/Rhode Island Golf Course Superintendents Association, Turfgrass Field Day, University of Rhode Island Turf Research Station, Kingston, R.I., Aug. 20.

Northern Michigan Turfgrass Managers Association, meeting, Burning Oak Golf Club, Roscommon, Aug. 21.

Rocky Mountain Golf Course Superintendents Association meeting, Hiwan Country Club, Evergreen, Colo., Aug. 21.

New England Tennis Buyers and Builders Exposition, Convention Center, Boston, Aug. 24-26.

Professional Grounds Maintenance Society Annual Conference, Williamsburg Conference Center, Williamsburg, Va., Sept. 2-5.

Northern California Turfgrass Council Irrigation Seminar, Asilomar Conference Grounds, Pacific Grove, Calif., Sept. 5-7.

Tennis Show, Apparel Mart, Dallas, Sept. 7-9.

CMAA Workshop, "Coping with People Problems," Phoenix, Ariz., Sept. 8-10.

Gulf States Section PGA Championship, Annual Meeting and Banquet, Chateau Golf & Country Club, Kenner, La., Sept. 8-11.

Illinois Turfgrass Foundation Field Day, University of Illinois, Urbana, Ill., Sept. 16.

California Association of Nurserymen Convention, Town and Country Hotel, San Diego, Calif., Sept. 16-18.

CMAA Workshop, "Executive Development," Toledo, Ohio, Sept. 18-20.

Florida PGA Section championship and merchandise show, Innisbrook Resort and Golf Club, Tarpon Springs, Fla., Sept. 18-21.

CMAA Workshop, "Club Management," Oakbrook Hyatt House, Chicago, Sept. 22-24.

PGA teaching seminar, Barton Hills Country Club, Ann Arbor, Mich., with Bob Toski and Paul Bertholy, Sept. 22-25.

Indiana Golf Course Superintendents Association meeting, Woodland Country Club, Indianapolis, Ind., Sept. 23.

Outdoor Pest Services Clinic, sponsored by National Pest Control Association, Kansas City, Kan., Sept. 26-27.

International Sporting Goods Exposition, Coliseum, New York, N.Y., Sept. 27-30.

Metropolitan PGA Merchandise Show, Colonie Hills Hotel, Sept. 29-30.

CMAA Workshop, "Advanced Beverage Management," New York, Sept. 29-Oct. 1.

Mid-America Restaurant Exposition, Franklin County Veterans Memorial Building, Columbus, Ohio, Sept. 30-Oct. 2.

Rocky Mountain Turfgrass Equipment and Product Show, Adams County Regional Park, Colo., Oct. 2.

Florida PGA Section annual educational and business seminar, Sheraton Twin Towers, Orlando, Fla., Oct. 6-7.



Midwestern Foodservice and Equipment Exposition, Municipal Auditorium, Kansas City, Mo., Oct. 6-8.

PGA teaching seminar, Torrey Pines Golf Course, La Jolla, Calif., with Eddie Merrins and Dr. Gary Wiren, Oct. 6-9.

CMAA Workshop, "Financial Management and Computers," Champaign, Ill., Oct. 7-9.

Gulf South Foodservice and Equipment Exposition, The Rivergate, New Orleans, Oct. 7-10.

CMAA Symposium, Los Angeles, Calif., Oct. 13-15.

PGA teaching seminar, Westchester Country Club, Rye, N.Y., with Irv Schloss and Paul Runyan, Oct. 13-16.

Indiana Golf Course Superintendents Association meeting, Harrison Lake Country Club, Columbus, Ind., Oct. 14.

Iowa Golf Course Superintendents Association meeting, Hyperion Field Club, Grimes, Oct. 14.

Kentucky Turfgrass Council Conference and Field Day, Barren River State Resort Park, Lucas, Ky., Oct. 14-15.

Southeastern Foodservice Educational Exposition, Atlanta Civic Center, Atlanta, Oct. 14-16.

National Sporting Goods Association 28th Annual Fall Market, Civic Center Plaza, Phoenix, Ariz., Oct. 17-19.

PGA teaching seminar, Meadowbrook Country Club, St. Louis Mo., with James Flick and Harvey Penick, Oct. 20-23.

26th Central Plains Turfgrass Conference, Manhattan, Kan., Oct. 22-24.

CMAA Workshop, "Creative Food Management," Williamsburg, Va., Oct. 27-29.

Sixth Annual Georgia Golf Course Superintendents/University of Georgia Turfgrass Short Course, Center for Continuing Education, University of Georgia, Athens, Ga., Nov. 3-4.

National Institute on Park and Grounds Maintenance, Chase-Park Plaza Hotel, St. Louis, Mo., Nov. 3-6.

Missouri Turfgrass Conference, Ramada Inn, Columbia, Mo., Nov. 6-7.

National Golf Foundation Public Golf Operations Workshop, Marriott Hotel, Cleveland, Nov. 10-12.

PGA club repair seminar, Denver, with Hubby Habjan, Nov. 10-13.

International Hotel and Motel Educational Exposition, Coliseum, New York, N.Y., Nov. 10-13.

Indiana Golf Course Superintendents Association meeting, Tomahawk Golf Course, Jamestown, Ind., Nov. 11.

CMAA board of directors meeting, Kansas City, Mo., Nov. 16-18.

National Golf Foundation Public Golf Operations Workshop, Hyatt House, Burlingame, Calif., Nov. 17-19.

PGA club repair seminar, Los Angeles, with Irv Schloss, Nov. 17-20.

PGA Annual Meeting, Fairmont Hotel, New Orleans, Dec. 2-5.

Midwest Association of Golf Course Superintendents clinic, Medinah Country Club, Medinah, Ill., Dec. 3.

Indiana Golf Course Superintendents Association meeting, Kokomo Country Club, Dec. 6.

16th Annual Illinois Turfgrass Foundation Conference, Ramada Inn, Champaign, Ill., Dec. 10-12.

Georgia Golf Course Superintendents Association Annual Meeting, King and Prince Hotel, St. Simons Island, Ga., Jan. 11-13.

12th Annual Northern California Turf & Environmental Landscape Exposition, Hall of Flowers, San Mateo County Fairgrounds, Jan. 29-30.

47th GCSAA International Turfgrass Conference and Show, Minneapolis Auditorium and Convention Hall, Minneapolis, Minn., Feb. 8-13.

Golf Course Builders of America Sixth Annual Meeting, Minneapolis, Minn., during GCSAA Conference Feb. 8-13.

CMAA Annual Meeting, Washington, D.C., Hilton Hotel, Feb. 11-14.

Georgia Golf Course Superintendents Association educational program and business meeting, Atlanta Athletic Club, Duluth, Ga., May 10-11.




# "Wonder Water"

with  
**HYDRODYNE**<sup>®</sup>  
Thatch & Soil  
Penetrant

**HELPS BUILD STRONG,  
BEAUTIFUL TURF-8 WAYS:**

- 1** penetrates thatch and compacted soil
- 2** save water and watering time
- 3** cuts run-off
- 4** reduces evaporation
- 5** improves puddle drainage
- 6** less mechanical aerification
- 7** improves root growth
- 8** improves chemical penetration

Write for details and prices.  
**MOTOMCO, INC.**  
89 TERMINAL AVENUE  
CLARK, N. J. 07066

Nat'l Sales Representatives:

FERTL-SOIL COMPANY  
673 New Brunswick Ave.,  
Rahway, N.J. 07065  
Tel: (201) 388-0100

Circle 101 on free information card

7/75 GOLFDOM MAGAZINE 27

# WHAT'S GOOD FOR THE GAME

by PAUL McDONALD, *NGF President*

The editors of GOLFDOM have asked me as President of the National Golf Foundation to provide you with an update on some of our current activities and our people. Knowing that GOLFDOM reaches people who earn their living from golf exclusively, I believe that you uniquely share the Foundation's interest in the game's health and continued growth.

Too, it seemed especially appropriate that such an article be published in GOLFDOM, which like the National Golf Foundation was founded by Joe and Herb Graffis, golf's oldest brother act. The Graffis brothers, both of whom have devoted over 50 years to the game, have probably done more than their fair share to upgrade your profession, whether you are a course superintendent, a club manager or a golf professional. They have also left

the Foundation a legacy of integrity and accomplishment that we and future golf generations strive to not only uphold but to further.

Being involved with golf you undoubtedly are already familiar with the reason the Foundation was founded in 1936 as well as its long record of service and contributions to the game, especially its influence in getting more courses built and promoting the continuing flow of new players into the game so that today the United States leads the world in this sport.

As a regular reader of GOLFDOM, you may recognize the Foundation's long-time marketing research efforts, such as the annual Audit of Facilities, players and rounds of golf played. You may have read the GOLFDOM article about the Foundation's survey of

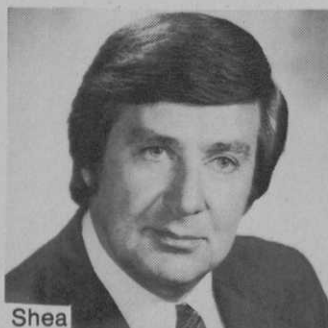
**The legacy of the National Golf Foundation has spanned four decades. The group's direction intertwines with the future of golf.**

"open-to-the-public" courses related to the country's population. You know about the many articles in all golf magazines about "slow-play", a problem that the Foundation's research predicted ten years ago would stifle the game if not corrected. New research studies are now being programmed to further analyze strengths and weaknesses of the game.

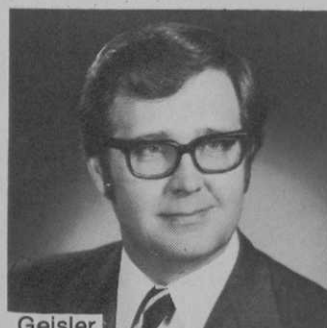
If you are earning your living from golf, you undoubtedly belong to one of the major professional organizations; such as the PGA, GCSAA, CMAA and the like. You know that the Foundation has acted as the game's catalyst in alerting all the leading organizations and the media about golf's potential problems. In many instances we have in turn initiated pilot programs to meet these problems before they became critical, such as



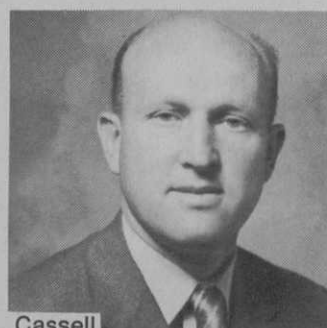
Kaiser



Shea

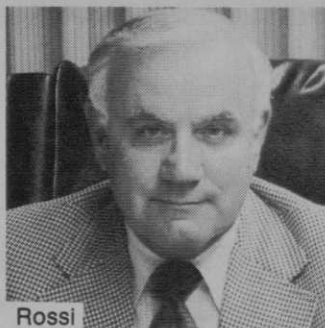


Geisler

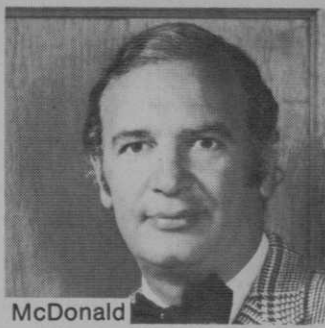


Cassell





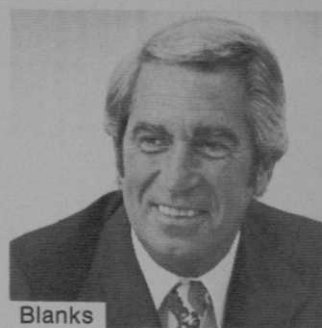
Rossi



McDonald



Butz



Blanks

our "Speedy" campaign against "slow-play" several years ago. In other cases, we have become partners with these other major organizations in applying the preventive medicine needed.

While we at the Foundation are not in any way pessimistic about the game's future, we are realistically aware that in 1975 it faces some of its greatest challenges since the mid-thirties. However, we also feel that there is not a problem facing the game that cannot be overcome if we in golf unite our efforts and take the necessary corrective action with new knowledge and vision.

Moreover, we believe that for golf to remain healthy, a major effort must be made to better utilize existing facilities, not only on the golf course but in the clubhouse. Also, because our research reveals that 84 percent of the over 11 million most active golfers in the country are non-country club members, we know that we must continue our efforts to encourage construction of more public and municipal courses. We strongly believe too that there never will come a time that we can afford to relax our efforts in attracting more young people to the game.

We know that to effectively combat the aforementioned problems the Foundation needs a wider range of support, encompassing more people and organizations, as it is no

longer feasible for the golf club and ball manufacturers to carry the majority of the load by themselves, either financially or physically. In fact, the time has come for others whose stake in the game's future is as great as the Foundation's major sponsors, to stand up and be counted.

Anyone who earns profits from the game rightfully should be a contributor to the Foundation's efforts.

As the Foundation's President, I have inherited an organization that has a long track record of accomplishment. Moreover, I sincerely feel that a key accomplishment over the 39 years existence of the Foundation has been in the type of people that it has attracted, for beginning with the Graffis brothers to our present staff, we have had people who placed golf's best interest above personal or selfish gains.

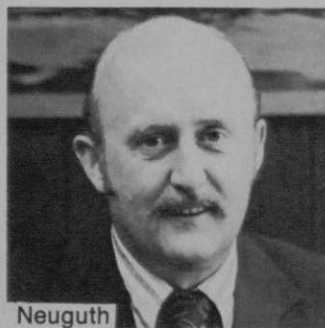
Don Rossi is now entering his sixth year with the Foundation as Executive Director. Don, who has been involved in various phases of sport throughout his career, has become very much at home in golf. In these six years Don has assembled one of the top staffs in golf and has provided the inspiration and leadership that has helped considerably with the growth of the Foundation.

Under Don's leadership, the Foundation's major activities are directed by Helen Kernander, Administrative Assistant, whose long

service dates back to the Graffis days; Lorraine Abbott, Director of the outstanding Education Services Program; and Bob Rickey, Director of Public Relations, who was my predecessor as President and a Board Member for over 25 years prior to joining us on a full-time staff basis last year.

Don also supervises our eight full-time Facility Development Consultants, all of whom bring a wealth of experience and expertise to their jobs. They are as follows: Col. Harry Eckhoff (Middle Atlantic Region), Jerry Claussen (Rocky Mountain Region), Larry Smith (Southeastern Region), Joe Much (Pacific Northwest Region), Buddy Johnson (Pacific Southwest Region), George Kerr (Southwest Region), Fred Stewart (Mid-Central Region) and Syl Wagansky (New England Region). These men, in addition to their well-known efforts in getting new courses built, are now spending an equal amount of time in helping existing facilities become more solvent, including conducting an excellent series of regional seminars for public and municipal course operators, not to mention the papers published on all phases of golf.

Under Lorraine Abbott's direction, Carol Johnson oversees our Educational program in the East, while Mary Ann Peter assists in coordinating the overall program.



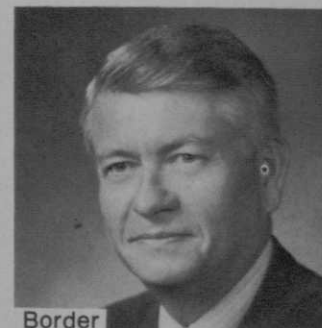
Neuguth



Kahn



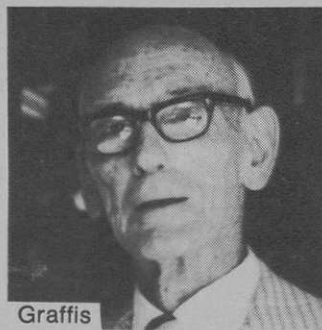
Sovey



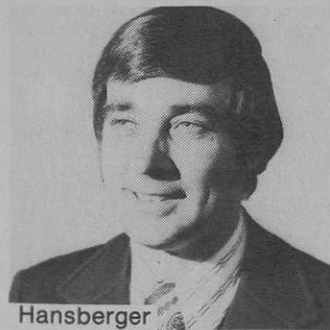
Border



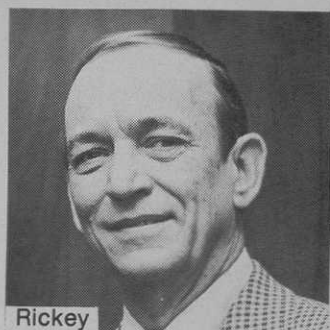
Goettler



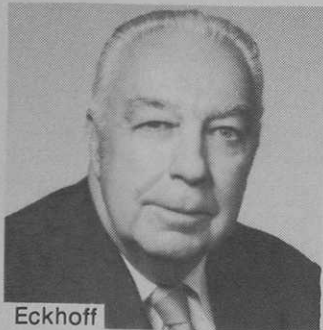
Graffis



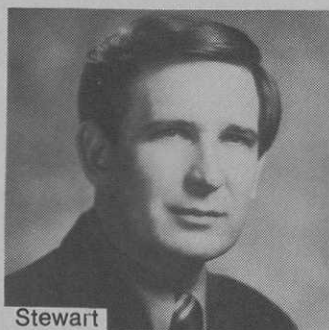
Hansberger



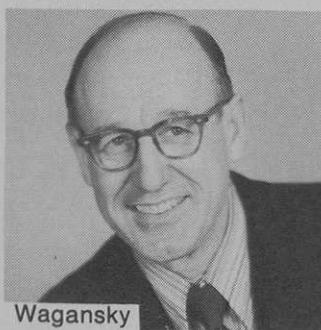
Rickey



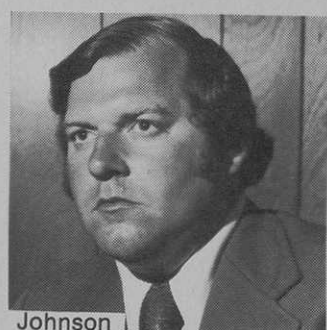
Eckhoff



Stewart



Wagansky



Johnson

GOLFDOM has had several recent articles about this program which was begun just 10 years ago to upgrade the teaching of golf in the nation's schools. One excellent cover article explained the Advanced Seminar held last year for our 60 area consultants who are responsible for supervising the seminars and workshops in their home areas. This group includes some of the game's most respected teachers whose unselfish efforts has dramatically improved the quality of teaching and should insure that the record num-

ber of youngsters being exposed to the game for the first time will find it attractive and a "game of a lifetime".

There is another group within the Foundation that has given unlimited hours of their time to provide the leadership that golf demands today more than ever before — our Board of Directors. These men, all of whom are top executives of the Foundation's major sponsors, include some of the best minds in golf and are as follows: William Blanks (MacGregor), Vaughn E.

Border (Outboard Marine), James Butz (Victor), Dean Cassell (Acushnet), Arthur W. Goettler (SGMA), Joe Graffis (GOLFDOM), James Shea (Faultless), James Hansberger (RAM), Fred Kahn (Wilson), William Kaiser (H & B), Bill Neuguth (Uni-Royal), Richard Geisler (Spalding), William Sovey (Ben Hogan).

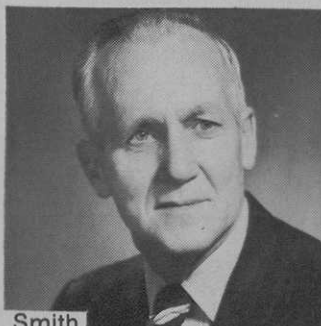
In conclusion, I hope you will agree with me that the Foundation has become an indispensable arm to the game of golf and the many ways it serves the game. □



Much



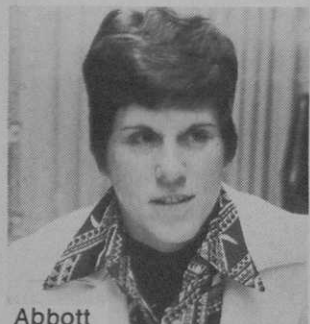
Kerr



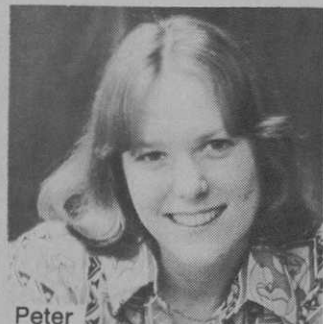
Smith



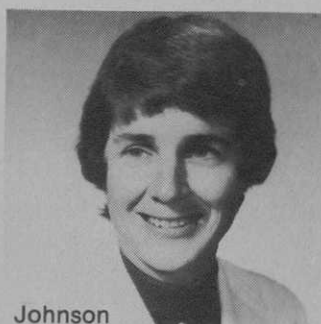
Claussen



Abbott



Peter



Johnson



Kernander